MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2022/2023(TERM ID 2215)

BMR2024 – UNDERSTANDING CONSUMER

(All sections/Groups)

20 FEBRUARY 2023
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Structured Questions (100 Marks)
Answer all questions.

QUESTION 1

a) A variety of different self-images have been recognized in consumer behavior. Explain the 4 (FOUR) kinds of self-image. (12 Marks)

b) Identify the 4 (FOUR) ways in which possessions can extend the self. (12 Marks)

(Total: 24 Marks)

QUESTION 2

a)Interpretation of stimuli is also uniquely individual-basis because it is based on what individuals expect to see. Differentiate between intrinsic cues and extrinsic cues and provide examples of each.

(8 Marks)

b)Explain the 3 (THREE) systems of memory storehouses, and how information is stored.
(12 marks)

(Total: 20 Marks)

QUESTION 3

Recall the time when you were selecting a college. Did you experience dissonance immediately after you made a decision? Why or why not? If you did experience dissonance, what are the 4 (FOUR) tactics you can use to resolve it?

(20marks)

QUESTION 4

a) For what kinds of audiences would you consider using comparative advertising? Why?
(8 marks)

b) Explain 3 (THREE) advantages and disadvantages of using humor in advertising.
(12 marks)

(20 marks)

Continued ...

QUESTION 5

Explain the kinds of marketing and sociocultural inputs that will influence the purchase of:
(a) HDTV set;
(b) a concentrated liquid laundry detergent;
(c) fat-free ice cream.
(d) A house
Explain your answers.

(Total : 16 marks)

End of Paper.